

Station KOB-TV ALBUQUERQUE, NM.
Advertiser () HEATHER WILSON/SEN.
Product HEATHER WILSON
Estimate# 814820
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
 814 KING STREET - SUITE 200
 ALEXANDRIA, VA 22314
Agency C/P1/P2/E WLSN/ORDR/814820
Flight Dates 08/14/2012 - 08/20/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () MELISSA PALOMBO
Salesperson Phone# 215-344-1811
Salesperson FAX#

— CONTRACT COMMENT —

WEATHER WILSON FOR SENATE SC=*

REMARKS

THIS IS A NEW POLITICAL ORDER
*****HEATHER WILSON FOR SENATE**
TOTAL = \$19,685
PLS. CONF. ASAP
THANKS
THERESA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH	9A-10A	TODAY SHOW 2	:30	\$200.00	08/16-08/16	1	1	1	\$200.00	
Rating: 2.7												
	2	F	9A-10A	TODAY SHOW 2	:30	\$200.00	08/17-08/17	1	1	1	\$200.00	
Rating: 2.7												
	3	M	9A-10A	TODAY SHOW 2	:30	\$200.00	08/20-08/20	1	1	1	\$200.00	
Rating: 2.7												
	4	M	12P-1P	I-WITNESS NEWS 12N	:30	\$175.00	08/20-08/20	1	1	1	\$175.00	
Rating: 3.0												
	5	TU	3P-330P	THE INSIDER	:30	\$200.00	08/14-08/14	1	1	1	\$200.00	
Rating: 1.7												
	6	W	3P-330P	THE INSIDER	:30	\$200.00	08/15-08/15	1	1	1	\$200.00	
Rating: 1.7												
	7	TH	3P-330P	THE INSIDER	:30	\$200.00	08/16-08/16	1	1	1	\$200.00	
Rating: 1.7												

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	8	F	3P-330P	THE INSIDER	:30	\$200.00	08/17-08/17	1	1	1	\$200.00	
Rating: 1.7												
	9	W	330P-4P	INSIDE ED	:30	\$200.00	08/15-08/15	1	1	1	\$200.00	
Rating: 1.7												
	10	TH	330P-4P	INSIDE ED	:30	\$200.00	08/16-08/16	1	1	1	\$200.00	
Rating: 1.7												
	11	M	330P-4P	INSIDE ED	:30	\$200.00	08/20-08/20	1	1	1	\$200.00	
Rating: 1.7												
	12	TU	4P-5P	JUDGE JUDY	:30	\$200.00	08/14-08/14	1	1	1	\$200.00	
Rating: 2.8												
	13	W	4P-5P	JUDGE JUDY	:30	\$200.00	08/15-08/15	1	1	1	\$200.00	
Rating: 2.8												
	14	TH	4P-5P	JUDGE JUDY	:30	\$200.00	08/16-08/16	1	1	1	\$200.00	
Rating: 2.8												
	15	F	4P-5P	JUDGE JUDY	:30	\$200.00	08/17-08/17	1	1	1	\$200.00	
Rating: 2.8												
	16	W	5A-530A	NEWS 5A	:30	\$175.00	08/15-08/15	1	1	1	\$175.00	
Rating: 2.0												
	17	TH	5A-530A	NEWS 5A	:30	\$175.00	08/16-08/16	1	1	1	\$175.00	
Rating: 2.0												
	18	M	5A-530A	NEWS 5A	:30	\$175.00	08/20-08/20	1	1	1	\$175.00	
Rating: 2.0												

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	19	TU	530A-6A	NEWS 5A	:30	\$300.00	08/14-08/14	1	1	1	\$300.00	
Rating: 2.9												
	20	F	530A-6A	NEWS 5A	:30	\$300.00	08/17-08/17	1	1	1	\$300.00	
Rating: 2.9												
	21	TH	6A-7A	NEWS 6A	:30	\$425.00	08/16-08/16	1	1	1	\$425.00	
Rating: 4.9												
	22	F	6A-7A	NEWS 6A	:30	\$425.00	08/17-08/17	1	1	1	\$425.00	
Rating: 4.9												
	23	M	6A-7A	NEWS 6A	:30	\$425.00	08/20-08/20	1	1	1	\$425.00	
Rating: 4.9												
	24	W	7A-9A	TODAY SHOW	:30	\$425.00	08/15-08/15	1	1	1	\$425.00	
Rating: 4.5												
	25	TH	7A-9A	TODAY SHOW	:30	\$425.00	08/16-08/16	1	1	1	\$425.00	
Rating: 4.5												
	26	F	7A-9A	TODAY SHOW	:30	\$425.00	08/17-08/17	1	1	1	\$425.00	
Rating: 4.5												
	27	M	7A-9A	TODAY SHOW	:30	\$425.00	08/20-08/20	1	1	1	\$425.00	
Rating: 4.5												
	28	SU	7A-8A	SUNDAY TODAY	:30	\$250.00	08/19-08/19	1	1	1	\$250.00	
Rating: 1.6												
	29	SU	830A-9A	CHRIS MATTHEW	:30	\$100.00	08/19-08/19	1	1	1	\$100.00	
Rating: 0.8												

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	30	TU	5P-530P	EYEWTS NEWS-5	:30	\$425.00	08/14-08/14	1	1	1	\$425.00	
Rating: 4.3												
	31	TH	5P-530P	EYEWTS NEWS-5	:30	\$425.00	08/16-08/16	1	1	1	\$425.00	
Rating: 4.3												
	32	F	5P-530P	EYEWTS NEWS-5	:30	\$425.00	08/17-08/17	1	1	1	\$425.00	
Rating: 4.3												
	33	SA	6P-630P	I-WITNESS NEWS 6P	:30	\$350.00	08/18-08/18	1	1	1	\$350.00	
Rating: 3.9												
	34	SU	5P-530P	I-WITNESS NEWS 5P	:30	\$275.00	08/19-08/19	1	1	1	\$275.00	
Rating: 3.4												
	35	W	1035P-1135P	TONITE SHW	:30	\$275.00	08/15-08/15	1	1	1	\$275.00	
Rating: 3.3												
	36	TH	1035P-1135P	TONITE SHW	:30	\$275.00	08/16-08/16	1	1	1	\$275.00	
Rating: 3.3												
	37	F	1035P-1135P	TONITE SHW	:30	\$275.00	08/17-08/17	1	1	1	\$275.00	
Rating: 3.3												
	38	TU	1135P-1205A	ACCESS HOLLYWOOD	:30	\$90.00	08/14-08/14	1	1	1	\$90.00	
Rating: 1.8												
	39	W	1135P-1205A	ACCESS HOLLYWOOD	:30	\$90.00	08/15-08/15	1	1	1	\$90.00	
Rating: 1.8												

Printed: 08/10/2012 8:59 AM
Last Received: 08/10/2012 7:50 AM
Showing Buylines: All Lines

Traffic Order#

Rep Order#	6840578	Ver#	1	Status	New
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Rep Order
EC'd No

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	50	TH	9P-10P	SAVING HOPE	:30	\$900.00	08/16-08/16	1	1	1	\$900.00	---
Rating: 1.4												
	51	SU	630P-11P	CLOSING CEREMONIES	:30	\$3,000.00	08/19-08/19	1	1	1	\$3,000.00	---
Rating: 22.0												

---REPORT TOTALS---

Report Totals: 51 / \$19,685.00

---SALES MONTHLY TOTALS---

Aug 12: 51 / \$19,685.00
Sales Totals: 51 / \$19,685.00
Station Totals: 51 / \$19,685.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$19,685	CABL 0%	KASA 0%	KASY 0%	KLUZ 0%	KOAT 0%
		KOB 100%	KRQE 0%	KTEL 0%	KWBQ 0%	

---COMPETITIVE COMMENTS---

COMPETITIVE FOR BOOKING PURPOSES ONLY...CORRECT SHARES
TO FOLLOW

Books null
Demos RA35+

---CREDIT RISK ---

CASH IN ADVANCE